



Vaccinate with **Confidence**

Pediatric Edition

CDC's Strategy to Increase Confidence and Demand for COVID-19 Vaccines Among Parents and Caregivers of Children Aged 5 Years and Older

Build Trust

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines with parents and caregivers* and the schools and community institutions that support them. Proactively address mis/disinformation related to pediatric vaccines.

Empower Healthcare Personnel**

Objective: Empower healthcare personnel to have effective vaccine conversations with parents and caregivers and make strong recommendations for COVID-19 vaccines.

Engage Families, Communities, & Schools

Objective: Engage families, communities, and schools in two-way communication to listen, address concerns, and create positive social norms.

*Parents and caregivers = Those serving as primary caregivers to children including biological parents, adoptive parents, foster parents, grandparents, and legal guardians.

**Personnel = All staff working in healthcare settings, including physicians, PAs/NPs, nurses, allied health professionals, pharmacists, social workers, support staff, and community health workers